



ASA Sign and Logo Policy

The Automotive Service Association (ASA) logo is registered and protected by the United States Patent and Trademark Office. Current active ASA Members are authorized to display the ASA sign and use ASA logo in their business.

To consumers, the ASA logo represents a business committed to a Code of Ethics and a quality of service.

In the event that your membership with ASA expires or is terminated, it is understood that you will immediately remove all ASA logos from display, printed material and any other marketing & advertising materials.

Policy

1. ASA provides you with an ASA door decal and an ASA aluminum sign, if elected. Additional signs may be obtained for a one-time rental charge. All signs are considered rental property and, as such, should be returned on termination of membership.
2. Only members in good standing may display or use the ASA emblem.
3. Members in good standing may reproduce the ASA logo on printed materials produced for, or by, them in accordance with the ASA logo guidelines.
4. All member identification material, including, but not limited to, signs, decals, patches and reproductions of the association-registered trademark, shall remain the property of the association.

ASA reserves the right to reclaim any such property on termination of membership.

Automotive Service Association®
Driving Your Success!

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